

## **Microsoft ties up with PayTm, JustDial & Snapdeal to invest in Indian smart city startups**

**The company will be providing aid in the form of access to its Azure cloud computing platform**

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Microsoft, the tech giant will fund hundreds of new generation entrepreneurs in India's 'smart cities' space and is overwhelmed by the start-up culture in the country, especially in e-commerce.

Microsoft partners with e-commerce leaders such as Justdial, PayTm and Snapdeal. Under the partnership, Microsoft will offer a special cloud initiative for start-ups aligned to smart cities, and make available its flagship devices and also Microsoft Surface Pro 4, which is its flagship computing device. Microsoft will also provide individual funding worth Rs 80 lakh worth of Azure computing, so that these entrepreneurs can explore solutions and run smart city digital pilots.

This initiative is anticipated to impact over 50 smart cities in the next year through a catalogue of over 50 start-ups and ISV solutions.

The company has already been running two pilots in Srikakulam in Andhra Pradesh and Varanasi in Uttar Pradesh for the past few months. Justdial, PayTm and Snapdeal will use a range of cloud and mobile technologies from Microsoft including advanced cloud services like machine learning, Bing, Skype and Microsoft's digital assistant, Cortana, to drive business innovation and customer delight.

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